



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Sept. 24, 2009

MEDIA CONTACTS

Paula Freund
Public Information Officer
Indy Parks & Recreation
E-mail: pfreund@indy.gov
Office: (317) 327-7035
Cell: (317) 442-7578

Jenny Evans
Marketing Coordinator
Indy Parks & Recreation
Email: jrevans@indy.gov
Office: (317) 327-7030
Cell: (317) 750-3724

MAYOR TO KICK OFF ANNUAL PLAY DAY 2009 PLAYFUL CITY USA CELEBRATION

INDIANAPOLIS – (Sept. 24, 2009) Indianapolis Mayor Greg Ballard will join Indy Parks, partnering organizations and play participants around Marion County on Saturday in celebrating the City's recent designation as a 2009 Playful City USA community by KaBOOM!, a national nonprofit dedicated to bringing play into children's lives.

At 11 a.m. Saturday, Sept. 26, at Perry Park, Mayor Ballard will proclaim the day Annual Play Day in Indianapolis. Children playing at Perry Park on Saturday will share some of their favorite ways to play. All Marion County residents are encouraged to engage in recreational activities on Saturday as part of the Indy Play Celebration. The event kicks off a year-long campaign to incorporate play into the lives of Indianapolis residents. Indianapolis is one of 93 communities across 33 states to be recognized for affirming its commitment to play and creating an articulated action plan for play.

A Play Day Program Guide consisting of all playful activities and events planned for Saturday is available at www.indyparks.org. The Indy Play Celebration kicks off with opening day of the Perry Park Ice Rink. Public skating, lessons and skate rental will be free and open to the public from 11 a.m. to 3 p.m. this Saturday.

WHO: Indianapolis Mayor Greg Ballard, Indy Parks Director Stuart Lowry, Lisa Sirkin Vielee of FitCity, Perry Park play participants

WHAT: Kickoff of Playful City USA Celebration and Proclamation of Annual Play Day in Indianapolis

WHEN: 11 a.m. Saturday, Sept. 26, 2009

WHERE: Perry Park, 451 E. Stop 11 Road

About Indy Parks & Recreation

The mission of Indy Parks & Recreation is to create fun, safe, engaging and sustainable parks that enhance the quality of life for individuals, neighborhoods and communities. Indy Parks will be a national model of excellence



Indy Parks and Recreation • Public Information Office • 200 East Washington Street • Indianapolis, Indiana 46204

[317] 327-7035 • [317] 327-7097 fax • www.indyparks.org

and destination for facilities and programs, protecting parks, greenways and open spaces and championing environmental initiatives. For more information, visit www.indyparks.org.

About KaBOOM!

KaBOOM! is a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,600 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, free online trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and Playmakers – a national network of individual advocates for play. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org.

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